## **ABSTRACT**

There is provided an image [encode] encoding apparatus which comprises a generation means for generating a prediction error from an [encode] encoding target pixel value and a prediction value of the [encode] encoding target pixel value, a judgment means for generating a generation frequency distribution of the prediction error to judge whether or not the generation frequency distribution is discrete and an entropy [encode] encoding means for changing [encode] encoding data corresponding to the prediction error and performing entropy encoding on the obtained [encode] encoding data, in accordance with a judged result by the judgment means. Therefore, the encoding can be effectively performed even on such [the] image data having the discrete pixel value as in a CG image, a limited-color image or the like.